

*File copy  
10/19/53*

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 16, 1953</u>			
Friday October 16 12:00 Noon Luncheon	PREVIEW: SWIMSUITS FOR RESORT & SUMMER Nanina will present their new swimsuit collection. By invitation only. Publ.: Henry Harris at Backenheimer-Lewis, 161 E. 37th St., MU. 5-8768.	NANINA SWIMSUIT CO. (1410 BROADWAY)	HOTEL NEW YORKER GRAND BALLROOM
Friday October 16 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats during Friday cocktail hour. October 16: Miss Mary of Merl's. October 23: John Frederics. October 30: Harryson Hats. November 6: Laddie Northridge. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Beginning Friday October 16	HOLIDAY AND RESORT COLLECTION Maria Krum will present her Holiday and Resort collection at continuous daily showings. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Beginning Friday October 16	OPENING OF RESORT AND EARLY SPRING COLLECTION Kiviette's new collection for Resort and early Spring, including a special group of wedding gowns. By appointment. Contact: Arthur L. Kiviette, PL. 7-8750.	KIVIETTE	15 WEST 47TH STREET SHOWROOM - 3RD FLOOR
Beginning Friday October 16	OPENING OF RESORT & SPRING COLLECTION Casino Classics showing of Resort-Spring collections of active sportswear, separates and blouses, designed by Sylvia de Gay and Kenn Barr, at continu- ous daily showings. Publicity: Margaret Hodge, BR. 9-4824 or CH. 4-0823.	CASINO CLASSICS, INC.	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Saturday October 17 10:30 A.M.	"WOOL THROUGH THE LOOKING GLASS" Showing of high school and college Holiday fashions, presented for members of The School Art League. Theme: "Wool Through the Looking Glass"--Alice in "Wonder Fiber W". By invitation only. Publicity: Betty Tanner, Fashion Director of Wool Bureau, PL. 7-5092.	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	WASHINGTON IRVING HIGH-40 IRVING PLACE
Sunday October 18- October 20 7:45 P.M.	TWENTY-SECOND ANNUAL HERALD TRIBUNE FORUM Theme: "New Patterns For Mid-Century Living". Sunday evening's opening in U.N. Building; other sessions at Waldorf-Astoria Ballroom--all at 7:45 P.M. Also, one afternoon session, Tuesday, Oct. 20, at 1:45 P.M. By invitation. Pub.: Mae W. Stabler, Dir. of Information, PE. 6-4000.	N.Y. HERALD TRIBUNE (230 WEST 41ST STREET)	WALDORF-ASTORIA BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, OCTOBER 19, 1953</u>			
Monday October 19 10:00 A.M.- 5:00 P.M.	PREVIEW OF DESIGNER- CRAFTSMEN SHOW "Designer Craftsmen U.S.A. 1953", the first comprehensive exhibition of the work of American silversmiths, textile designers, ceramists and furni- ture makers, presented by The American Craftsmen's Educational Council and Brooklyn Museum. <u>Open to public, beginning Thurs., Oct. 22-Jan. 3.</u> Publicity: Gertrude McAllister, at Museum, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Monday October 19 5:00 P.M. Cocktails	PRIVATE SHOWING BY ITALIAN ARTISTS "Twenty Imaginary Views of the American Scene by Twenty Young Italian Artists"--private showing at Princess Artchil Gourelli's penthouse. By invitation only. Publicity: Patrick O'Higgins, EL. 5-2100.	PRINCESS ARTCHIL GOURIELLI	625 PARK AVENUE PENTHOUSE
Monday October 19 6:00 P.M.- 7:00 P.M.	MILLINERY FASHIONS AT COCKTAIL SHOWING Showing of Peg Fischer's Fall millinery during the cocktail hour. By reservation. Publicity: Claire Muller, at Hotel Madison, EL. 5-5000.	PEG FISCHER	HOTEL MADISON CAFE MADISON
Monday October 19 6:30 P.M.- 8:30 P.M.	THIRD SESSION: FASHION TRAINING COURSE Subject: "Designing"--Ready-to-Wear; Using Museum Resources. Speakers: Sol Pollack, Sacony Fashions; Carolyn Schnurer, Carolyn Schnurer, Inc.; Polaire Weissman, The Costume Institute, Metropolitan Museum of Art. Fee: \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Beginning Monday October 19	SPRING OPENINGS OF SHOE COLLECTIONS Members include: Newton Elkin, Jerro Brothers, Julianelli, La Valle, John Marino, Palter DeLiso, Zuckerman & Fox, M. Wolf. Composite display at the Shelburne Hotel, by appointment only. Contact: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Week Of October 19	OPEN HOUSE: SHOWING OF SHOE COLLECTION Murray Delman and Kliché will show their shoe collection during entire week. By invitation only. Contact: Kliché, Inc., 212-40 Jamaica Ave., Queens Village, HO. 4-0993.	KLICHÉ, INC.	HOTEL VANDERBILT
Monday October 19- October 24	1953 NATIONAL BUSINESS SHOW Display of the most modern products and techniques developed by the office machine and equipment industry, coinciding with "Business Week". Theme: "The 300th Anniversary Celebration of the City of New York." (This will be the last of the great expositions to be held in Grand Central Palace). Publicity: Thomas Canning, PE. 6-6760.	NATIONAL BUSINESS SHOW (33 W. 42ND ST.)	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
Monday October 19	NEW FACTORY OPENING IN LOS ANGELES Edith Small, couturier designer from California, celebrates the opening of her newly built factory and showrooms in L.A., with a buffet supper at 7:30 P.M. and fashion showing of her Spring collection of suits, cocktail dresses and ball gowns. Publ.: Aileen Platt at Barkann & Platt, TR. 6-1354.	EDITH SMALL	122 EAST 16TH STREET LOS ANGELES, CALIF.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday October 19	COUTURE SPRING OPENINGS IN CALIFORNIA	CALIFORNIA COUTURE DESIGNERS	LOS ANGELES, CALIFORNIA
	<u>Mon., Oct. 19:</u> Howard Greer, Irene, Marusia, Edith Small. <u>Tues., Oct. 20:</u> Angovar, Athena, Cahill Ltd., Chris, Inc., Jean Louis. <u>Wed., Oct. 21:</u> Ernest Newman.		
Tuesday October 20 9:00 A.M. Breakfast	PREVIEW OF COTTON-SPRING COLLECTION Press preview of Jerry Gilden's new Cotton-Spring collection. <u>Showing promptly at 9:30 A.M.</u> By invitation only. Publicity: Miss Jonni Walker at Jerry Gilden, LO. 3-0305.	JERRY GILDEN	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Postponed October 20	BERGDORF GOODMAN'S PREVIEW OF BRIDAL SALON, SCHEDULED FOR TUES., OCT. 20 AT 11:00 A.M., HAS BEEN POSTPONED TO OCT. 27, AT 11:00 A.M. (See Pg. 5).		
Tuesday October 20 12:30 P.M. Luncheon	PREVIEW: COLOR SELECTOR FOR HAIR RINSE Mrs. Ellen Baum will present her new Color Selector for Noreen hair color rinse. By invitation only. Contact: Marian MacDonald, 152 East 94th Street, EN. 9-7762.	NOREEN, INC. (DENVER, COLO.)	HAMPSHIRE HOUSE PRIVATE SUITE
Tuesday October 20 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Presentation of Fall fashions by Altman's. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman's Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Tuesday October 20 2:00 P.M.-5:00 P.M.	PREVIEW OF SPECIAL THEATRE EXHIBITION "Distinguished Gadgets"--exhibition of stage properties and souvenirs of the past, reflecting the story of the theatre as seen through these dramatic items from the past and present. Open to public beginning Wednesday, Oct. 21. Publicity: Albert K. Baragwanath at the Museum, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE AT 103-104 STREETS
Tuesday October 20 3:00 P.M.	PREVIEW OF NEW SWIMSUIT COLLECTION Rose Marie Reid will preview her Resort and Summer collection of swimsuits. Cocktails will follow the show. By invitation only. Publicity: Betty Rich, PE. 6-6275.	ROSE MARIE REID	HOTEL PIERRE GRAND BALLROOM
Tuesday October 20-22 3:00 P.M.	FILM SHOWING OF IMPORT COLLECTION The Fashion Group's Import fashion show of Sept. 17 will be repeated on color-film, with commentary by Patricia Cornwell. Showing on October 20, 21, 22 at 3:00 P.M. (N.Y.U., 100 Washington Square). Admission: 50¢. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. N.Y. UNIVERSITY (9 ROCKEFELLER PLAZA)	MAIN BLDG.-10TH FL.
Beginning Tuesday October 20	OPENING OF RESORT COLLECTION Rossino and Angela will present their Resort collection of dresses and ensembles. By appointment. Contact: Mr. De Marinis, PL. 5-9135.	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM - 7TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 21 12:30 P.M. Luncheon	FASHIONS BY TRIGERE AT LUNCHEON SHOW De Pinna's presentation of Trigere's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. De Pinna Publ.: Gene Loyd, MU. 8-2000. Pierre Fashion Director: Nola Luxford, TE.8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday October 21 12:30 P.M. Luncheon	LUNCHEON TO PRESENT ECUSSON PERFUME Luncheon to announce nation-wide distribution by John Hudson Moore, Inc. of Jean d'Albret's Ecusson Perfume. Count Michel d'Ornano, managing director of Jean d'Albret, will greet the press. By invitation only. Publicity: Pat Patricof, PL. 9-1300 or PL. 9-6551.	JOHN HUDSON MOORE, INC. (663 FIFTH AVENUE)	ST. REGIS HOTEL LOUIS XVI SUITE
Wednesday October 21 12:30 P.M. Luncheon	EVENING FASHIONS AT LUNCHEON SHOW "Black and White Tie" fashions for cocktail and evening wear will be presented by Russeks. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 21 3:00 P.M.	PREVIEW OF SPRING COATS AND COSTUMES Preview of Spring coats and costumes by I.M. Bagedonow. By invitation only. Contact: Sylvia Bernstein, LO. 4-7395.	I.M. BAGEDONOW, INC.	512 SEVENTH AVENUE SHOWROOM - 42ND FL.
Thursday October 22- October 23	TANNERS' COUNCIL MEETING IN CHICAGO Thirty-seventh annual meeting with panel discussions by leading speakers. Contact: Tanners' Council, 411 Fifth Ave., MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	EDGEWATER BEACH HOTEL CHICAGO, ILLINOIS
Thursday October 22 10:00 A.M.	PREVIEW OF HOLIDAY AND RESORT DRESSES Brief showing for the press of Suzy Perette's Holiday and Resort dresses. By invitation only. Publicity: Eleanor Lambert, 785 5th Ave., MU. 8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM - 2ND FLOOR
Thursday October 22 11:00 A.M.	"HEIR-A-PARENT" FASHION SHOW First fashion showing for "Heir-A-Parent", small collection of maternity clothes designed by Mme. Olga of Ori Originals. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	ORI ORIGINALS	1370 BROADWAY SHOWROOM - 5TH FLOOR
Thursday October 22 12:00 Noon Luncheon	PREVIEW: SPORTSWEAR & OUTERWEAR FOR MEN Waldes Kohinoor, manufacturer of slide fasteners and other products, will present the premiere showing of its fifth annual collection of inspirational men's sportswear and outerwear designs to the press and N.Y. manufacturers and retailers. Speaker: Leonard A. Rothgerber, Jr., fashion editor of "Gentry" on "Obsolescence - The Key to Increased Sales Volume in the New Men's Wear Market." Waldes Fashion Service will present an informal fashion clinic featuring a comprehensive collection of fashion ideas in a variety of new fabrics. Commentator: Mrs. Haydon Ross Fields, Waldes fashion coordinator. <u>Show will be repeated for out-of-town manufacturers and retailers, Monday, Oct. 26, 9:00 A.M. breakfast at Hotel Plaza, Terrace Room.</u> By invitation. Publicity: Leonard Kirsch, at Waldes Kohinoor, EX. 2-3100.	WALDES KOHINOOR, INC. (LONG ISLAND CITY)	HOTEL PLAZA GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 22 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "Spring and Summer 1954 Fabrics--Color, Texture, Pattern". Speaker: Margaret De Mille, Fashion Director, Bloomingdale's. Fabric Report: Susan Eastman, Fabrics Editor, "Glamour" and Chairman, Fabrics Division. Exhibit and Staging: William and Jean Eckart. Exhibit open from 11:00A.M. to 4:00 P.M. Price: \$5.00 for members; \$5.25 for guests (2 per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday October 22 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of fur fashions by Aronowicz during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Show publicity and Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	ARONOWICZ FURS (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday October 22 4:00 P.M. Cocktails	DISPLAY OF REPTILE LEATHERS FROM INDIA Party for the press, featuring a display of reptile leathers from India; also, shoes, handbags and accessories. By invitation only. Publicity: Dorothy Adams, MU. 4-0500.	FLEMING-JOFFE, LTD.	401 FOURTH(AT 28 ST.) SHOWROOM-12TH FLOOR
Friday October 23 9:30 P.M. Buffet	"THE VELVET BALL"-- BENEFIT SHOWING "Velvets Around the Clock" from leading American, French and Italian designers will be shown in three scenes -- Lounge, Cafe and Ball. Tickets: \$25.00 each, for benefit of the United Cerebral Palsy Fund. Publicity Director: Norman Kimball, PL. 3-3005. Fashion Publicity: Eleanor Kairalla, 745 Fifth Avenue, MU. 8-1172.	UNITED CEREBRAL PALSY (47 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Monday October 26 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW: "MODERN EUROPEAN PRINTS" Preview of an exhibition of 75 prints by contemporary artists of 12 European countries. Included will be the lithograph, woodcut, engraving, etching, linoleum block and serigraph. Exhibition open to public from Oct. 27 to Jan. 2. Publicity: Gertrude McAllister, at Museum, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Tuesday October 27 11:00 A.M.	PRESS PREVIEW: NEW BRIDAL SALON Bergdorf Goodman will invite the press to preview their new bridal salon. ( <u>Note Change of Date</u> ). By invitation only. Publ.: Florence Neff, PL.3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday October 27 12:30 P.M. Luncheon	"DIAMONDS U.S.A." PRESS LUNCHEON Sixth annual nationwide showing of diamonds at press luncheon. Participating jewelers: Atlanta--Claude S. Bennett; Boston--A. Stowell & Co.; Chicago--Trabert & Hoeffler; Cincinnati--The Frank Herschede Co.; Dallas--Linz Bros.; Detroit--Wright, Kay & Co.; Los Angeles--B.D. Howes and Son; Memphis--George T. Brodnax; New Orleans--Coleman E. Adler & Sons; New York City--Cartier, Van Cleef & Arpels, Harry Winston; Philadelphia--J.E. Caldwell & Co. Each exhibitor will be represented by a model from his own city or by a celebrity. By invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 27 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Dein Bacher will show fur fashions during luncheon. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 28 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Showing of Laddie Northridge's hats during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Laddie Northridge Contact: JU. 2-1684. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	LADDIE NORTHRIDGE	HOTEL PIERRE COTILLION ROOM
Wednesday October 28 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Showing of Fall fashions from Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 28 2:30 P.M.	PRESS SHOWING: SPRING AND SUMMER RAINWEAR Lawrence of London will present "The Coat You Love To Live In"---a new collection of water-repellent coats, designed by Adele Lawrence, for Spring and Summer 1954. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM - 11TH FLOOR
Wednesday October 28 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF CELANESE ACETATE LACE FASHIONS The first showing of American and French Celanese acetate lace fashions will be presented to the press and trade. <u>Showing at 4:45 P.M.</u> By invitation only. Contact: Dorothy Wallace at Celanese, MU. 9-6000.	CELANESE CORP. OF AMER. (180 MADISON AVENUE)	PARK LANE HOTEL CRYSTAL ROOM
Thursday October 29 11:00 A.M.	PRESS PREVIEW: CUSTOM- WHOLESALE COLLECTION Resort and Advance Spring custom-wholesale collection by Elinor and Frank Jenkins of Jenkins Gowns. Show followed by buffet. By invitation only. Publicity: Maud G. Moody, 347 Fifth Avenue, LE. 2-5562.	JENKINS GOWNS	660 FIFTH AVENUE SALON
Thursday October 29 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Showing of Mort Mogel's custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity & Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MORT MOGEL (23 EAST 67TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday October 29 8:00 P.M.	BELMONT FUTURITY BENEFIT BALL The Plaza's ballroom will be transformed into a miniature replica of Belmont Park at the Belmont Futurity Ball. Co-Chmn.: Mrs. John Sanford and Mrs. Donald B. Tansill. By invitation only. Contact: MU. 3-4353.	SOLDIERS', SAILORS', AND AIRMEN'S CLUB	HOTEL PLAZA BALLROOM
Saturday October 31- November 7	NATIONAL LACE FESTIVAL WEEK Stores will promote lace throughout ready-to-wear, lingerie and over-the-counter departments. Publ.: Gladys Steiner, Lester Harrison, MU. 9-1630.	THE LACE INSTITUTE (341 MADISON AVENUE)	THROUGHOUT THE COUNTRY
October 31	HALLOWE'EN (Saturday).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 2 9:00 A.M. Coffee	PREVIEW OF HOLIDAY TABLE SETTINGS Press preview of McCutcheon's Holiday table settings. By invitation only. Open house all week. Publicity: Ned Irish, EL. 5-1000.	JAMES McCUTCHEON & CO.	MAIN FLOOR
Monday Nov. 2- Nov. 3 10:30 A.M.	SHOWING OF SPRING SHOE COLLECTION Town & Country's "Imaginative Shoe Collection", with bags to match, will be shown at 10:30 A.M. Contact: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES	350 FIFTH AVENUE SHOWROOM - 69TH FLOOR
Nov. 3	ELECTION DAY (Tuesday).		
Tuesday Nov. 3 12:30 P.M. Luncheon	LUNCHEON SHOWING OF ABE SCHRADER FASHIONS Saks Fifth Avenue presents Abe Schrader fashions at a luncheon fashion show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Abe Schrader--Betty Yarmon, LO. 4-9194; Saks-- Carolyn Haight, PL. 3-4000, Ext. 7064; Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Nov. 3- Nov. 10	SIXTY-FIFTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Ave., PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Wednesday Nov. 4 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior, New York, Inc. will present his Spring collection at a preview for the press. By invitation only.	CHRISTIAN DIOR-- NEW YORK, INC.	730 FIFTH AVENUE SALON
Wednesday Nov. 4 12:30 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Nelly de Grab will present a luncheon showing of Holiday fashions, avail- able at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Nelly de Grab Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 5 10:30 A.M.	PREVIEW OF SPRING COATS AND SUITS "Lovely To Look At"--Seymour Fox will present his Spring coats and suits to the press. By invitation only. Publ.: Ann Silver Assoc., 551 Fifth Avenue, MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Thursday Nov. 5 1:00 P.M. Luncheon	LACE FASHIONS AT LUNCHEON SHOW De Pinna will present Lace Institute show during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Friday Nov. 6 10:30 A.M.	PREVIEW OF SPRING COLLECTION Preview of Abe Schrader's Spring collection. For press and resident buyers, by invitation only. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Nov. 8- Nov. 15	CALIFORNIA NATIONAL PRESS WEEK Fashion editors will be invited to attend National Press Week in California. Contact: Marjorie Carne, 740 So. Broadway, Los Angeles 14.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Beginning Monday Nov. 9	SPRING OPENINGS OF FOGA LINES Individual dates will be announced later. (Note change in this scheduled date--formerly one week earlier). Members include: LARRY L. ALDRICH CO. INC. HANSEN BANG, INC. BEN BARRACK, INC. HARVEY BERIN, LTD. CAPRI FROCKS, INC. ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS J L F ORIGINAL, INC. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP. PARNIS-LIVINGSTON, INC.	MANUFACTURERS' SHOWROOMS BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC. SAMUEL WINSTON, INC.
Monday Nov. 9 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION The House of Swansdown and Esperanto, designed by Hubert de Givenchy, will give a combined press preview of their Spring collections. <u>Show starts promptly at 4:30 P.M.</u> By invitation only. Publicity: Ruth Hammer, 2 W. 59th St., EL. 5-7872.	HOUSE OF SWANSDOWN AND ESPERANTO	SHERRY NETHERLAND BALLROOM
Tuesday Nov. 10 11:00 A.M.	SPRING COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Spring coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Daily trade showings of Frank Gallant collection, with Brigance group, beginning Wed., Nov. 11 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Tuesday Nov. 10 2:30 P.M.	PREVIEW OF SPRING COATS AND SUITS Arthur Jablow will show Spring coats and suits to the press and trade. By invitation. Publicity: Rose Hilton, 475 5th Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday Nov. 10 3:00 P.M.- 6:00 P.M.	CHILDREN'S SPRING FASHION SHOW Over 100 manufacturers of children's apparel will participate in a "Stylethon" musical fashion show, sponsored by the National Children's Wear Manufacturers Association. By invitation only. From Sunday, Nov. 8-Nov. 12, there will be a forum, clinic and display at the Hotel Roosevelt, 7th and 8th floors. Contact: Ted Funt, PL. 1-3376.	NATIONAL CHILDREN'S WEAR MFRS. ASS'N, INC.	HOTEL ROOSEVELT GRAND BALLROOM
Nov. 11	ARMISTICE DAY OF WORLD WAR I, 1918 (Wednesday).		
Wednesday Nov. 11 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Winter fashions by Willi at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Nemerov Publicity: Rasponi Associates, TE. 8-8171. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	WILL NEMEROV, INC. (550 SEVENTH AVE.)	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 12 12:30 P.M. Luncheon	PREVIEW OF PARIS HATS FOR SPRING Second annual Spring fashion showing by the Associated Buckram Shape Manufacturers, presenting original Paris millinery imports and duplicates in buckram. By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	ASSOC. BUCKRAM SHAPE MFRS., INC.	HOTEL ASTOR ROOF
Beginning Friday Nov. 13	SPRING MARKET WEEK IN CHICAGO More than 50 member firms of the Chicago Fashion Industries will show their Spring collections in their own showrooms. There will be a dinner-dance and fashion show at the Morrison Hotel on Tues., Nov. 17. Contact: Chicago Fashion Industries, 222 W. Adams St., Chicago, Ill.	CHICAGO FASHION INDUSTRIES	INDIVIDUAL SHOWROOMS
Monday Nov. 16 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 69TH SEASON Grand opening of the 1953-54 Metropolitan Opera Season, commemorating the 70th anniversary of the opera house, with Pierre Monteux conducting Gounod's FAUST, which opened the first season at the Metropolitan. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
Tuesday Nov. 17 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. Co-Chmn: Mimi Aleinikoff and Matilda Taylor. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday Nov. 18 12:30 P.M. Luncheon	FASHIONS IN FABRICS BY STEHLI AT LUNCHEON "Beautiful Dreamers and the Clothes They Dream About"--Best & Company will present fashions by leading designers in Stehli fabrics, honoring the annual Christmas seal campaign of the N.Y. Tuberculosis & Health Ass'n. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Stehli Publ.: Anita Pine, WI. 7-3300. Best Publ.: Gay Stearns, PL.9-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BEST & COMPANY	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 19 9:00 A.M. Breakfast	SPRING LINGERIE FOR WOMEN AND JUNIORS Informal Buffet breakfast, showing women's and junior lingerie for Spring and Summer 1954. By invitation only. Contact: Lois Gifford, B.B.D. & O., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Thursday Nov. 19 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present Holiday and Winter fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 19 4:30 P.M. Cocktails	OPEN HOUSE - SPRING MILLINERY SHOW House-warming and showing of Gustavo's Spring millinery. By invitation. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	GUSTAVO	59 WEST 56TH STREET SALON
Nov. 26	THANKSGIVING DAY (Thursday).		



MOVIES...MUSIC...THEATRE...BALLET...OPERA

- Sunday  
October 18 THIRD WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 WEST 55TH STREET  
Sun., Oct. 18, Mat.: Bizet's CARMEN. Sun., Oct. 18, Eve.: Mozart's MARRIAGE OF FIGARO. Thurs., Oct. 22: Von Einem's THE TRIAL. Fri., Oct. 23: Mozart's DON GIOVANNI. Sat., Oct. 24, Mat.: Humperdinck's HANSEL AND GRETEL. Sat., Oct. 24, Eve.: Puccini's LA BOHEME. Tickets: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Tuesday  
October 20 OPENING: "THE FROGS OF SPRING" BROADHURST THEATRE, 235 WEST 44TH ST.  
Lyn Austin and Thomas Noyes will present Nathaniel Benchley's comedy, adapted from his "Side Street" stories in the "New Yorker", with Anthony Ross, Hiram Sherman, Haila Stoddard, Barbara Baxley. Director: Burgess Meredith. Setting: Boris Aronson. Costumes: Alvin Colt. Publicity: Barry Hyams, CO. 5-4784.
- Wednesday  
October 31 OPENING: "THE LADIES OF THE CORRIDOR" LONGACRE THEATRE, 48TH ST.W.OF B'WAY  
Walter Fried will present Edna Best and Betty Field in a new play by Dorothy Parker and Arnaud d'Usseau with Walter Matthau, Frances Starr. Director: Harold Clurman. Settings: Ralph Alswang. Costumes: Noel Taylor. Publicity: Barry Hyams, CO. 5-4784.
- Tuesday  
October 27 PREMIERE: "GILBERT AND SULLIVAN" (Movie) BIJOU THEATRE, 209 WEST 45TH ST.  
Alexander Korda and London Film Technicolor production, released by Lopert Films, based on lives of Gilbert and Sullivan, starring Robert Morley and Maurice Evans; The D'Oyly Carte Opera Co.; Martyn Green, Peter Finch, Eileen Herlie. Costumes: Hein Heckroth and Elizabeth Haffenden. (The ANTA Gilbert & Sullivan Theatre Ball-Oct. 27-at Hotel Plaza will coincide with this Premiere.) Publicity: Michael Mindlin, PL. 7-3330.
- Wednesday  
October 28 OPENING: "GENTLY DOES IT" PLAYHOUSE THEATRE, 137 WEST 48TH ST.  
Edward Choate and George Ross will present Janet Green's murder drama. Director: Bretaigne Windust. Settings: George Jenkins. Costumes: Virginia Volland. Publicity: Madi Blitzstein, BR. 9-5906.
- Thursday  
October 29 OPENING: "A GIRL CAN TELL" ROYALE THEATRE, 242 WEST 45TH ST.  
Richard Aldrich and Richard Myers, in association with Julius Fleischmann, will present a new comedy by F. Hugh Herbert with Janet Blair, Paul McGrath, Tod Andrews. Director: F. Hugh Herbert. Settings: Stewart Chaney. Costumes: Edith Luytens. Publicity: Richard Maney, CI. 7-4646.
- Tuesday  
November 3 OPENING: "THE TRIP TO BOUNTIFUL" HENRY MILLER THEATRE, 124 W. 43RD ST.  
The Theatre Guild and Fred Coe will present Lillian Gish in a new play by Horton Foote. Director: Vincent J. Donohue. Settings: Otis Riggs. Costumes: Rose Bogdanoff. Publicity: Nat Dorfman, LO. 3-0858.
- Wednesday  
November 4 OPENING: "KIND SIR" ALVIN THEATRE, 250 WEST 52ND ST.  
Joshua Logan will present and direct the Norman Krasna comedy starring Mary Martin and Charles Boyer, with Dorothy Stickney, Margalo Gillmore, Frank Conroy, Robert Ross. Scenery: Jo Mielziner. Costumes: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.
- Thursday  
November 5 OPENING: "THE SOLID GOLD CADILLAC" BELASCO THEATRE, 44TH ST. W. OF B'WAY  
Max Gordon will present Josephine Hull in a new comedy by Howard Teichmann and George S. Kaufman with Loring Smith. Staged by George S. Kaufman. Settings and costumes: Edward Gilbert. Publicity: Nat Dorfman, LO.3-0858.